



A constituent of ICFAI Foundation for Higher Education
(A Deemed to be University U/S 3 of the UGC Act, 1956)

Workshop on Quantitative Techniques For Research & Publications Using Statistical Software

Exhaustively covering all major univariate, bivariate and multivariate techniques enabling you to independently author your PhD thesis, attempt academic papers in high quality (SCOPUS listed) journals, write state of the art white papers.

Highlights of the Program

We will cover both basic as well as advanced topics. Prior knowledge in statistics is not necessary to attend this workshop. All sessions are held in computer lab with individual access to computer. Carrying laptops to workshop is not necessary. However you are requested to carry pen drive. We will train you on every minute aspect that is necessary to author a good journal publication. For corporate professionals: we will train you with necessary skills to get “hidden insights” from data and make better decisions at workplace.



CENTER FOR MANAGEMENT DEVELOPMENT (CMD)

IBS HYDERABAD

Dontanapalli Campus, Shankerpalli Road
Hyderabad – 501 203.

www.ibsindia.org / www.ibshyderabad.org

About the Program

Comprehensive knowledge about statistical techniques is important to achieve success at workplace, especially if you are an academician, or deal with primary or secondary data in your organization. Traditional text books on statistics teach the subject dryly from formulae / statistical tables perspective which is difficult to digest for professionals from non mathematical background. In this MDP we will give **comprehensive statistical orientation on all fundamental concepts** using every day examples and at the same time progress to analyze data using advanced multivariate tools such as regression, cluster analysis and factor analysis using popular statistical softwares.

How will this workshop benefit you?

In this MDP we will dwell beyond basic statistics to advanced methods which will enable to put your “ideas” to empirically verifiable prepositions / hypothesis and conduct suitable higher level statistical tests beyond reporting summary statistics. We will also tell you **how to present the results** for all major SCOPUS listed publications. We will enable you independently author your PhD thesis without any help of a statistician.

If you are from Corporate, we will train you with necessary skills to get “hidden insights” from data and make better decisions at workplace. We will also provide you with sufficient skill sets that will help you author industry relevant “technical papers” or “white papers” on your own.

About the Trainers

Dr. Debajani Sahoo (Associate Professor, Department of Marketing, IBS Hyderabad) .She Carries 14 years of experience in academics in the discipline of Marketing Management , service Marketing, Consumer Behavior and Market Research. Worked with Premiere institute like IIM-Ahmedabad, Vels University, Chennai. She has contributed many national and international articles in reputed journals. She also has proceedings of papers at National seminars and conferences. She is reviewer for journals of Service Research, Journal of Case Research and Apeejay Journal of Management.

Dr. Laila Memdani (Associate Professor, Department of Economics, IBS Hyderabad) has got 26 years of teaching and research experience. She has more than 40 publications in National and International Journals of repute including Scopus and ABDC. She is specialized in Time series Econometrics.

Date and Venue

Programme Date: June 10th, 2017
Programme Timings: 09.30 AM to 05.15 PM
Venue: IBS, Donthanpalli Campus, Shankar palli Road,
Hyderabad- 5 01 203. Telangana State.

Certification

On completion of the programme, The Centre for Management Development, IBS Hyderabad, IFHE University, would award participation certificate.

Modules	Detailed Content	Schedule
Basic Descriptive Statistical Analysis	Descriptive Statistics:, mean, median, mode, GM. and HM, SD, SE of mean, skewness, kurtosis, normal distribution and its characteristics, visual interpretation of data, diagrams and graphs, histogram, pie chart, bar chart, stem and leaf, box plot, error bar, scatter diagram	10-11.15
	Tea Break	11.15-11.30
Hypothesis Testing	Introduction to hypothesis testing, general procedure of hypothesis testing, examples of real time hypothesis testing based on market level data, deciding on appropriate statistical tools, parametric and non-parametric tests	11.30-12.45
Correlation & Regression	Product moment correlation, partial correlation, simple and multiple linear regression models, model assumptions, testing for significance, model building, residual analysis,	
	Lunch Break	12.45-2 PM.
Multivariate Method I – Factor Analysis	Basic concepts and implications for managers, data reduction and summarization, factor analysis model, conducting factor analysis – objectives, designing, assumptions, factoring and assessing model fit, interpretations, data reliability and data validation checks, hands-on exposure to factor analysis using Statistical software	2-3.15PM.
	Tea Break	3.15-3.30PM.
Multivariate Method II – Cluster Analysis	Basic concepts and implications for managers, how does cluster analysis work, cluster analysis decision process – objectives, research design, assumptions, hierarchical and non-hierarchical clustering methods, deriving clusters and assessing model fit, interpretation of clusters, validation and profiling of clusters, hands-on exposure to cluster analysis using Statistical software	3.30-4.45PM.

Programme Fee

The course fee is only RS5,000/- per head (Including Taxes).

Note: Participation fee includes: Course Material, Professional Fee. The Lodging & Boarding Expenses will be extra. Preferred mode of payment is Net banking. (For any other mode of payment – DD / Cheque, please kindly mail to: lailam@ibsindia.org with QT WORKSHOP as subject line)

Details for Fund Transfer through NET / ONLINE banking:

Beneficiary's Name: The ICFAI Foundation for Higher Education

Bank Branch: HDFC Bank, Banjara Hills, Hyderabad

Current Account No: 05212020001733

RTGS/NEFT Code: HDFC0000521.

Swift Code: HDFCINBBXXX

☐ While making online transaction, kindly mention “<your name> QT FEE” (e.g. Vinay QT FEE) in the TransactionRemarks field.

Last date for transfer of funds: 3rd June, 2017

Contact

For any enquiries / clarifications call: 9951398958 (Dr. Debajani) or 8886344916 (Dr. Laila). Mail: debajani@ibsindia.org or lailam@ibsindia.org

About IBS Hyderabad

IBS Hyderabad is a constituent of ICFAI Foundation for Higher Education (IFHE), a Deemed University under Section 3 of the UGC Act, 1956. It is accredited by NAAC with 'A' grade, with an impressive score of 3.43 out of 4. It is ranked 2nd in Telangana State and 15th out of 130 NAAC accredited universities in the country. It is rated by CRISIL, A*** at state level and A** at National level. It is rated by ICRA, EB 1 TS at state level and EB 2+ at National level. IBS Hyderabad is a member of the “Association to Advance Collegiate Schools of Business USA”, “Accreditation Council for Business Schools and Programs USA”, “The European Foundation for Management Development Belgium” and “Association of Management Development Institutions in South Asia India”. Since its inception in 1995, IBS has grown impressively and achieved widespread recognition from business & industry, academic circles and professional bodies.

IBS offers high quality programs in different areas of management to a cross section of students and executives across India. IBS has a reputation for innovative program design and delivery, quality courseware, personalized instruction, strong industry interface, research, consultancy and publications. IBS Hyderabad has about 150 strong faculty of Management with specializations in Finance Marketing, Strategy and Human Resource Development.



Center for Management Development

The Center for Management Development, at IBS, Hyderabad, is delivering quality services to industry and academia in terms of training and consulting. Our CMD activities include Management Development Programs, Faculty Development Programs and Consultancy in core management areas.

The MDPs/FDPs are offered as open or in-company/institute-specific programs. Open programs are for participants from any organization. In-company/institute-specific programs are tailor-made to suit the requirements of specific organizations.

Our Programs are conducted as residential or non-residential; at the IBS campus or at a chosen location by the client. We have a strong team of around 150 faculty members with skills in many contemporary areas of management.